PHILIP MORRIS U. S. A.

INTER-OFFICE CORRESPONDENCE

RICHMOND, VIRGINIA

To: Mr. A. Holtzman

From: R. B. Seligman

Subject: Recommended Experts for FTC Use

Listed below are names of individuals we might consider to help adjudicate our dispute with Brown and Williamson before the FTC. Our considerations were limited to those who were not employed by a tobacco company or by suppliers to the cigarette industry; yet had the necessary expertise. We also excluded people working for health-related organizations, and people outside the United States. This left us with a limited number of people, some of whom were elder statesmen who had excellent reputations when they were active in the tobacco industry. They are listed below, not in any order of desirability:

Waller George — formerly with Celanese
Marcus Hobbs — Duke University
Mike R. Guerin — Oak Ridge Laboratory
Max Samfield — formerly with Liggett & Myers
Bill Bates — formerly with Liggett & Myers
Sam Battista — Arthur D. Little
Charles Kensler — Arthur D. Little
John F. Benner — University of Kentucky
James Stokely — Oak Ridge Laboratory

These names are for your consideration and will have to be evaluated on their individual merits.

If we could choose the most desirable person, we would suggest either Charlie Keith of Celanese or Gerry Morie of Tennessee Eastman. However, we have made the assumption that neither of these suppliers would care to become embroiled in this controversy.

I'd be pleased to discuss any of the above at your convenience.

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